

## **Historic, archived document**

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62.23  
**Heller Bros. Company**  
**New Castle, Indiana**

Sec. 562, P. L. & R.

E. C. AUCHTER  
U. S. DEPT OF AGRICULTURE  
WASHINGTON D.C.  
RE



## Roses of New Castle for 1934

**Sensational  
Low Price!**  
**TWO**  
**2 yr. plants**  
**for \$1.25**  
**Postpaid**

*The Superb New*  
**"PRIDE OF  
NEW CASTLE"**  
*A new bush rose of  
astounding beauty*



## Gorgeous Novelty Rose Bargains

### SPECIAL BARGAIN OFFER

**3 in All  
Strong 1 Year  
Plants 60c**

- 1 Famous Jeannette Heller Bush Rose
- 1 Hardy, free blooming Keystone Rose
- 1 Superb David O. Dodd Bush Rose

**3 in All  
Strong 2 Year  
Plants \$1.35**

*We Pay Postage  
Safe Arrival,  
Satisfaction  
Guaranteed*



**Keystone**—New Hardy Free-Blooming Yellow Climbing Rose

#### **Keystone**

It's the long hoped-for, strong-growing, free-blooming, hardy, clear lemon-yellow, climbing rose. Sensational. Very fragrant. A beauty. Hardy everywhere. Needs no winter protection.

#### **David O. Dodd**

A superb novelty Rose. Flowers 5 to 6 inches across, very double.

Always blooming. Delicious fragrance. Deep velvety crimson. Truly gorgeous. Absolutely hardy everywhere.

Above Exclusive Heller Productions are the Last Word in Rose Novelties. Easy to grow. Free blooming. Hardy. Price separately: 1 Year Plant 25c each; 2 Year Plants 65c each. We Pay Postage.



Our Lovely Jeannette Heller Rose

#### **Lovely Jeannette Heller**

For health, hardiness, freedom of bloom, color effects, it's the premier garden bush rose! Nearly a million sold. Shell pink in center, shading off to blush and yellow. Exquisite. Height 2 to 4 feet.



**LARGER, STAR  
SIZE PLANTS**

**75c** each  
POST  
PAID

# Plant a Hardy Garden Now—Lasts a Life-time



**Dainty Baby Roses—Hardy, Always Blooming**  
3 for 50c



**Lilium Regale—Greatest of All Lilies—3 for 50c**



**Everblooming Hydrangea—America's Leading Hardy Shrub—2 for 50c**

## Brilliant Hardy Specialties

Plant but once. These last indefinitely.  
Absolutely hardy everywhere. Flowers early to late.  
Price never so low. We pay postage.

**LOVELY BABY RAMBLER ROSES**—1 Edith Cavel, crimson, 1 Ellen Poulson, pink, 1 White Baby. Low growing, hardy, beautiful—3 in all, 1 year 50c, 2 year plants, 3 for \$1.35. Priced separately, 1 year plants 20c each; 2 year plants 55c each. Larger, Star-size 75c each. All postage paid. **Make beautiful potted plants indoors.**

**3 LARGE BLOOMING BULBS FOR 50c**—Lilium Regale, greatest, hardy, garden lily. Immense flowers, enormous clusters. Exquisite jasmine fragrance. 1 bulb 25c, postpaid.

**3 STRONG PLANTS, POPULAR BUTTERFLY BUSH FOR 50c**—Beautiful 1 new, hardy bush, resembling a Lilac. Long spike, lilac color bloom, shading to lavender. Blooms continually. June to frost, 3 for 50c. 1 plant 25c. 4 year old plants \$1.00 each, postpaid.

**2 STRONG 2 YEAR PLANTS HARDY EVERBLOOMING HYDRANGEA FOR 50c**—America's most popular hardy shrub. Masses of pure white flowers the whole season thru. You see it everywhere. 1 plant 50c, postpaid.

**3 HARDY PEONIES FOR \$1**—1 each, Festiva Maxima, best white; Edulis Superba, glorious pink, American Beauty, gorgeous crimson. Greatest offer ever made. 1 root 40c, postpaid.

**Any group**

(Except Peonies)

**50 cents**  
**postpaid**



**Exquisite New Hardy Butterfly Bush—3 for 50c**



**Best Peonies—American Beauty, Crimson; Festiva Maxima, white; Edulis Superba, pink—3 for \$1.00**



White Cochet



David O. Dodd



Lady Hillingdon

## David O. Dodd Set

**12** Strong, Vigorous First Size Plants **\$2.**

Here is our choice, 12 best, all-round roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance and every imaginable color. Easy to grow, glorious flowers—all of bush type. We answer your question—"What are the 12 best varieties?" Here they are including that superb new rose, **David O. Dodd**. All hardy but winter protection always helps. Any 6 at dozen rate.

**DAVID O. DODD**—Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

**BABY DOLL**—Dainty, exquisite. Another Heller Novelty. Perfect miniature flowers. Show every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous. Dwarf growing.

**JEANNETTE HELLER**—Our great, garden, bush rose. Exquisite blending of pink, rosy blush and pale yellow. Deep and full. Grows everywhere.

**LADY HILLINGDON**—Apricot yellow, shaded to orange on the outer edge of petals. Strong, healthy grower.

**JONKHEER J. L. MOCK**—Enormous flowers, deep and double. Color bright, rich pink, faced carmine. A beautiful two-tone rose.

**GRUSS AN TEPLITZ**—One of the world's 12 best roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower. Hardy.

**ALEXANDER HILL GRAY**—We have not seen a more glorious perfect, pure yellow rose. Magnificent, large. Hardy.

**MRS. B. R. CANT**—Superb garden variety. Large, full, deep double flowers—crimson to pink, lighter in center. Fragrant.

**PINK COCHET**—Still unequaled in the garden. Clear pink, double flowers, perfect form, on long stems. Beautiful indeed.

**WHITE COCHET**—Same as its parent above except flowers are pure, glistening white. We think it the best white. Always blooming.

**CLOTHILDE SOUPERT**—Could fill a page saying good things of this marvelous rose. Strong, dwarf, constant bloomer, double flowers, ivory white, silvery rose center. None better.

**MRS. A. R. WADDELL**—Colors indescribable—rosy pink to scarlet, salmon tints. Strong growing, large double flowers. A jewel among fancy colors.

### Special Offer

One each, strong vigorous, first size plants, 12 in all postpaid for \$2.00. The entire set in strong 2 and 3 year old plants \$5.00 prepaid by parcel post; the 12 varieties in still larger star size plants \$9.00 prepaid by parcel post. Order as "DAVID O. DODD SET."



Alexander Hill Gray



Jonkheer J. L. Mock



Mrs. A. R. Waddell



Baby Doll



Pink Cochet



Gruss an Teplitz